ABSTRACT

The present invention relates generally to methods and systems for generating new business models in an environment of existing business methods. More particularly, the present invention describes existing business methods with corresponding business models,

5   simulates the business models to determine their performances, selects one or more of the business models having optimal performance values, and transforms the selected business models to create new improved business methods. In preferred embodiments, the present invention describes a space of possible business models in a modular fashion and applies evolutionary methods to generate improved business models. In preferred embodiments,

10   the business models are simulated as part of a business ecosystem including other interacting business models and customers patronizing the business models. The present invention also includes systems for performing the methods, and use of generated business models in real-world business situations.

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